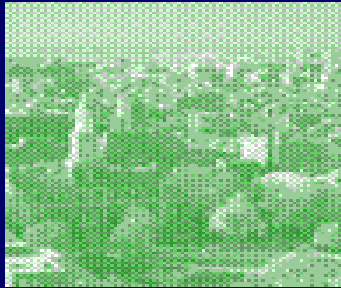


Washington, DC Small Business Development Center Network DC SBDC



Business Training

June – December 2003

Including:

Doing Business With
Local Government

8(a) Certification

Legal Structures

Risk Management and
Insurance Planning

Business Tax
Workshop

Small Business Loans

Business Plan
Development

Marketing Strategies

International Trade

More...



The DC SBDC is a Howard University School of Business outreach program, working in partnership with the U.S. Small Business Administration (SBA), local universities, and community organizations to provide free technical assistance and affordable training in all phases of small business development to small, minority-owned, and/or other disadvantaged enterprises. With sound business advice and company specific solutions, the DC SBDC at Howard University and our resource partners help small business owners and those planning to start a business research the market, develop new and innovative products and services, and explore financing options.

DISCLAIMER

The Washington, DC Small Business Development Center Network (DC SBDC) is a partnership of the Small Business Administration and Howard University School of Business under the cooperative agreement no #2-603001-Q-0009-22. The DC SBDC is a resource of the SBA's Business Development program. For further information regarding the DC SBDC, SBA, or other small business programs, the DC SBDC may be contacted at Howard University School of Business, 2600 6th Street, NW, Washington, DC 20059 or (202) 806-1550. The support given by the US Small Business Administration through such funding does not constitute an expressed or implied endorsement of the co- sponsor(s) or participants' opinions, products or services. All DC SBDC programs are offered to the public on a non- discriminatory basis. Programs of the DC SBDC are handicap accessible. Programs of the DC SBDC may be cancelled at any time.

Service Centers

- 1) DC SBDC @ Howard University School of Business, 2600 Sixth Street, NW, Room 128, Washington, DC 20059. Phone: 202-806-1550
- 2) DC SBDC @ Anacostia Economic Development Corporation (AEDC), 2021 MLK, Jr. Avenue, SE, Washington, DC 20020. Phone: 202-889-5090
- 3) DC SBDC @ Center for Urban Progress (CUP), 2000 14th Street, NW, 2nd Floor Conference Room, Washington, DC 20009. Phone: 202-671-2828
- 4) DC SBDC @ University of the District of Columbia (UDC), 4340 Connecticut Avenue, NW, Suite 507B Washington, DC 20008. Phone: 202-274-7030
- 5) EPA/HU Outreach Center, 1200 Pennsylvania Avenue, NW, Ariel Rios Building (1230A), Washington, DC 20460. Phone: 202-564-4584
- 6) DC Department of Employment Services Business Resource Center, 64 New York Avenue, NE 3rd Floor, Washington, DC 20002. Phone: 202-671-2177

Note: Classes may be cancelled without notice. Please RSVP to insure notification.



EPA



DC SBDC at Howard University

*DC SBDC at Howard University School of Business training events are co-sponsored by the U.S. Small Business Administration Washington Metropolitan Area District Office

DC SBDC at AEDC

*DC SBDC at AEDC training events are held at 2021 Martin Luther King Jr. Ave. SE unless otherwise noted

DC SBDC at UDC

*DC SBDC at UDC training events are held at 4340 Connecticut Avenue, NW, 507B, unless otherwise noted

DC SBDC at CUP

*DC SBDC at CUP training events are held at Frank Reeves Municipal Center, 2000 14th St, NW, 2nd Floor Conference Room unless otherwise noted

EPA/HU Outreach Center

* EPA Outreach Center training events are held at the Ariel Rios Building, 1200 Pennsylvania Avenue, NW, 6402 unless otherwise noted

DOES Business Resource Center

* DOES Business Resource Center training events are held at 64 New York Avenue, NE, 3rd Floor unless otherwise noted

Throughout the year, the Washington, DC Small Business Development Center Network conducts affordable training courses designed for small business owners and managers. Each year hundreds of small business owners and managers receive training through the DC SBDC Network and its partners in the following areas:

How to Start a Business
Marketing Your Business
Managing Your Service and Retail Business
Cash Management
Strategies for Financial Fitness
Strategic Planning

Business Plan Development
Financing Your Business
Accounting and Record Keeping
Proposal Writing
Business Development Certificate Program
International Trade

TO REGISTER, PLEASE CALL:

DC SBDC at Howard University: 202.806.1550 **DC SBDC at AEDC:** 202.889.5090 **DC SBDC at UDC:** 202.274.7030

DC SBDC at CUP: 202.671.2828 **EPA/HU Outreach Center:** 202.501.1564 **DOES Business Resource Center:** 202.806.1550

June

DC SBDC at AEDC

Tuesday, June 24

2pm—4pm

Writing a Winning Business Plan

The basic components to the business plan and which are the most important, Who will be the readers of your plan, How to make your business plan clear, concise and convincing

Speaker: Kirk Oliver, President, Quintessential

Enterprises

FREE

DC SBDC at AEDC

Monday, June 30

2pm—4pm

Business Registration, Licenses and Certifications

Basic registration requirements for operating a business in Washington DC, Learn more about a options for formation and legal structure, such as, Sole Proprietorship, LLC, S-Corporation and C-Corporation- find out which one is best for your business, Learn what certifications will earn chance to do business with the government and favor with private companies and corporations

Speaker: Gwendolyn Davis, Communications Director, DCRA

FREE

DOES Business Resource Center

Tuesday, June 24

3pm—5pm

How to Write a Business Plan

Workshop will focus on the Seven Planning Steps for Transition Planning

Speaker: Paul Williams

FREE

DOES Business Resource Center

Wednesday, June 25 and EVERY WEDNESDAY

THROUGH JULY 30

9:30am—11am or 1:30pm—3pm

“SOHO”: Small Office/Home Office Loan Initiative

Individual session (not a series) offers a combination of financial and technical assistance enabling small and home-based business owners’ access to business loans instead of consumer loans.

Speaker: Innovative Bank

FREE

July

DC SBDC at AEDC

Tuesday, July 1

9:30am—11am

Micro-Loans for Small Businesses

Join the information session on the loan requirements, payments and have your questions answered, apply for a business loan at the event

Speaker: Innovative Bank

FREE

DC SBDC at UDC

Wednesday, July 9

9:30am—12pm

Room 516

Doing Business with DC Government

Find out how small business can cash-in on DC Govt. contracting; the solicitation process, the benefits of LSDBE certification, DC Supply Schedule.

FREE

DC SBDC at UDC

Friday, July 11

9:30am—11am

Room 516

“SOHO”: Small Office/Home Office Loan Initiative

A combination of financial and technical assistance enabling small and home-based business owners’ access to business loans instead of consumer loans.

Speaker: Innovative Bank

FREE

DC SBDC at AEDC

Thursday, July 15

2pm—4pm

Business Planning for Existing Businesses

Learn business strategies for growth, increasing profitability, and gaining a competitive advantage

Speaker: Anita Irving, SBA Washington Metropolitan Area District Office

FREE

DC SBDC at CUP

Tuesday, July 15

1pm—3pm

Tax Credits Workshop

Welfare-to-Work tax credits, Work Opportunity tax credits and employment tax credits

Speaker: Angela Ferguson, Mayor’s Office of Planning and Economic Development

\$10.00

DC SBDC at CUP

Tuesday, July 22

3pm—5pm

2006 Georgia Avenue, NW, Lower Level

Quickbooks for Small Business

Producing invoices, receipts, general ledgers, timelines, employee payroll, and more!

Speaker: Tonya Archer, Computer Training Center

\$15.00

DC SBDC at AEDC

Tuesday, July 29

12pm—4pm

Learn QuickBooks Pro/Basic Accounting

The must knows for good financial management, Credits and Debits; Maintaining a ledger; Financial Statements; Accounting Software

Speaker: Crystal Johnson, Financial Analyst, DC

SBDC at AEDC

FREE

DC SBDC at CUP

Tuesday, July 29

1pm—3pm

Recruiting and Retaining Employees

What types of benefit structures firms can set up to help recruit and retain valuable employees

Speaker: Karl Campbell, American Express

\$15.00

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EPA/HU Outreach Center: 202.501.1564

DC SBDC at AEDC: 202.889.5090
DC SBDC at CUP: 202.671.2828
DOES Business Resource Center: 202.806.1550

July

DOES Business Resource Center

Tuesday, July 29

3pm—5pm

How to Write a Business Plan

Workshop will focus on the Seven Planning Steps for Transition Planning

Speaker: Paul Williams

FREE

DC SBDC at Howard University

Thursday, July 31

9am—11:30 am

U.S. Small Business Administration

Washington Metropolitan Area District Office

1110 Vermont Avenue, NW, 9th Floor

Growth Strategies for Hispanic-Owned Businesses

Workshop will provide Hispanic business owners with information on developing a strategic plan, corporate and government procurement, small business financing options, and more.

FREE

August

DC SBDC at AEDC

Tuesday, August 5

9:30am—11am

Micro-Loans for Small Businesses

Join the information session on the loan requirements, payments and have your questions answered, apply for this business loan at the event

Speaker: Innovative Bank

FREE

DC SBDC at UDC

Friday, August 8

9:30am—11am

Room 516

“SOHO”: Small Office/Home Office Loan Initiative

A combination of financial and technical assistance enabling small and home-based business owners' access to business loans instead of consumer loans.

Speaker: Innovative Bank

FREE

DC SBDC at UDC

Tuesday, August 12

10:00 am—1:00 pm

Location: MLK Library, Rm A5—

Call: (202) 606-4000, ext. 231, 321, 333

8(a) Certification Eligibility Briefing

Learn the benefits and requirements of obtaining 8(a) Certification for Federal contracting and how the SBDC can assist you in the process.

FREE

DC SBDC at CUP

Tuesday, August 12

1pm—3pm

Business Transition Planning

Workshop will focus on the Seven Planning Steps for Transition Planning

Speaker: Karl Campbell, American Express

\$15.00

DC SBDC at Howard University

Wednesday, August 13

9am—12pm

Howard University School of Business

2600 Sixth Street, NW, 2nd Floor Auditorium

International Trade for Small Business: Latin America

Forum will provide strategic tips and information on the fine points of conducting business in Latin America including identifying product demand and market trends, export financing programs, understanding the U.S. trade agenda and political climates, and understanding tax structures and free trade zones.

FREE

DC SBDC at UDC

Wednesday, August 20

5:30pm—7:30pm

Room TBA

Preparing Financials for 8(a) Certification Application and Government Contracting

Strategies for preparing the required financial reports will be presented and discussed. Get your financials in order with this hands-on workshop.

Speaker: Esther Christian, CPA

\$15.00

DC SBDC at AEDC

Thursday, August 21

2pm—4pm

Marketing on a Shoe String Budget

Learn how enhance your customer base, increase sales and profits while keeping marketing costs low; Learn different low cost promotional techniques

FREE

September

DC SBDC at AEDC

Tuesday, September 2

9:30am—11am

Micro-Loans for Small Businesses

Join the information session on the loan requirements, payments and have your questions answered, apply for this business loan at the event

Speaker: Innovative Bank

FREE

DC SBDC at CUP

Tuesday, September 4

1pm—3pm

Small Business Owner Workshop

The myth of separating personal and business planning

Speaker: Karl Campbell, American Express

\$15.00

DC SBDC at AEDC

Thursday, September 4

2pm—4pm

Doing Business with the Government

Identifying and pursuing BID opportunity; Certifications needed to do business with the Government; Preparing an effective proposal; What qualifications are needed?

Speaker: Robert Walker, Senior VP/CFO, Brooks and Brooks

FREE

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DC SBDC at AEDC: 202.889.5090
DC SBDC at CUP: 202.671.2828
DOES Business Resource Center: 202.806.1550

September

DC SBDC at UDC

Friday, September 5

9:30am—11am

Room 516

“SOHO”: Small Office/Home Office Loan Initiative

A combination of financial and technical assistance enabling small and home-based business owners’ access to business loans instead of consumer loans.

Speaker: Innovative Bank

FREE

DC SBDC at CUP

Tuesday, September 9

1pm—3pm

Tax Credits Workshop

Welfare-to-Work tax credits, Work Opportunity tax credits and employment tax credits

Speaker: Angela Ferguson, Mayor’s Office of Planning and Economic Development

\$10.00

EPA/HU Outreach Center

Wednesday, September 17

10am—12pm

Macro Economic Factors, Their Impact On Small Business

\$50.00

DC SBDC at Howard University

Thursday, September 18

1pm—4pm

Martin Luther King, Jr. Memorial Library

901 G Street, NW, Conference Room A-5

General Contractors Forum

The seminar will provide business owners in the commercial and residential construction industries with information on corporate and government procurement, small business financing options, partnering and subcontracting, bonding, and more. Panelist will include SBA, construction firms, surety companies, others.

FREE

DC SBDC at UDC

Tuesday, September 23

5:30pm—7:30pm

UDC, 4200 Conn. Ave NW, Bld. 38, 2nd Flr Law

School Student Lounge

LSDBE Certification

The agenda for this seminar includes: LSDBE certification benefits; Doing business with the District government; Understanding the District government's procurement and bidding process; Question and answer session.

Speakers: Linda Miller, DC SBDC; Jacquelyn Flowers, Nicole Copeland, DC Office of Local Business Development

FREE

EPA/HU Outreach Center

Wednesday, September 24

10am—12pm

Brown Bag Luncheon

An informal gathering of vendors and EPA officials discuss the needs of the vendors and the access practices of various EPA departments.

FREE

October

DC SBDC at AEDC

Thursday, October 2

2pm—4pm

IT for Start-Ups: Internet, email and databases

Learn more about technology and why it is important to your business. Learn to use technology to cut costs and increase efficiency.

FREE

DC SBDC at AEDC

Tuesday, October 7

9:30am—11am

Micro-Loans for Small Businesses

Join the information session on the loan requirements, payments and have your questions answered, apply for this business loan at the event

Speaker: Innovative Bank

FREE

DC SBDC at UDC

Tuesday, October 7

9:30am—11:30am

Room TBA

Legal Structures – Choosing What is Best for Your Business

Learn the pros and cons and tax implications of Sole Proprietor, LLC, Corp, etc.

Speaker: Theodora Brown, Esq.

\$15.00

DC SBDC at AEDC

Tuesday, October 7

9:30am—11am

Micro-Loans for Small Businesses

Join the information session on the loan requirements, payments and have your questions answered, apply for this business loan at the event

Speaker: Innovative Bank

FREE

DC SBDC at UDC

Wednesday, October 8

6:30pm—8:30pm

Room TBA

How to Repair your Credit Before Seeking a Loan

How lenders use credit info; how the Credit Bureau works; The Fair Credit Reporting Act, and how to improve your credit.

Speaker: John Goins, H Street Community

Development Corporation

FREE

DC SBDC at UDC

Thursday, October 9

6pm—8pm

Room TBA

Jumpstart Your Business

For future and current entrepreneurs: Learn start-up procedures, success tips for growing and marketing your business and more from an “International Business and Professional Woman of the Year” award winner.

Speaker: Dr. Patricia Hayden

\$15.00

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EPA/HU Outreach Center:

202.501.1564

DC SBDC at AEDC:

202.889.5090

DC SBDC at CUP:

202.671.2828

DOES Business Resource Center:202.806.1550

October

DC SBDC at UDC

Friday, October 10

9:30am—11am

Room 516

“SOHO”: Small Office/Home Office Loan Initiative

A combination of financial and technical assistance enabling small and home-based business owners’ access to business loans instead of consumer loans.

Speaker: Innovative Bank

FREE

DC SBDC at CUP

Tuesday, October 14

1pm—3pm

Financial Well-Being: What Every Woman Should Know

What personal and business items need to be considered to be financially successful

Speaker: Karl Campbell, American Express

\$15.00

DC SBDC at UDC

Wednesday, October 15

9am—11am

Room TBA

Risk Management and Insurance Planning Made Simple

Gives the necessary resources to insure your new business. Get the specifics on business owners’ policies and special coverage from A-Z to protect your investment. General and professional liability, workmen’s comp, surety bonds, and more.

Speaker: Clarice Williams, American Skyline Insurance

FREE

EPA/HU Outreach Center

Wednesday, October 15

10am—12pm

Effective Response To An EPA Solicitation

\$50.00

DC SBDC at UDC

Thursday, October 16

9am—11am

Room TBA

Tax Tips for Start-ups and New Businesses

Save your business money by being an informed tax payer. Learn what’s new for the year ahead.

Speaker: E. Rosado-Toro, IRS Enrolled Agent

\$15.00

DC SBDC at UDC

Thursday, October 16

5:30pm – 7:30 pm

Room TBA

Navigating the Employee – Payroll Maze

A workshop offering small business owners guidance on hiring employees and payroll tax reporting responsibilities.

Speaker: Esther Christian, CPA

\$15.00

DC SBDC at UDC

Tuesday, October 21

9am—11am

Room TBA

Microloans – How to Secure Capital up to \$35K

Learn the requirements and process of securing a small business microloan.

Speaker: Michelle Wilson, Enterprise Development Group

FREE

DC SBDC at Howard University

Wednesday, October 22

9am—12pm

SunTrust Bank

1445 New York Avenue, NW

Growth Strategies for Women-Owned Businesses

The workshop will provide women business owners with information on strategic business planning, financing business expansion, how to do business online, business development certifications, and more.

FREE

DC SBDC at UDC

Wednesday, October 22

5:30pm—7:30pm

Room TBA

Marketing your New Business on a Shoe String Budget

Learn low cost promotional tactics for marketing your business.

Speaker: Rob Asprilla

FREE

DC SBDC at CUP

Thursday, October 23 and Friday, October 24

9am—12pm

Sun Trust Bank, 1445 New York Avenue, NW

Long Term Funding Requirements

Creating a sound business plan, developing sound projections, and identifying the amount of financing needed for growing your business

Speaker: Deric Mims, SunTrust Bank (Text and workbook provided)

\$35.00

DC SBDC at CUP

Tuesday, October 28

1pm—3pm

Plain Talk About Successful Investing

Workshop focuses on how to develop your own personal strategy tailored and customized to your needs.

Speaker: Karl Campbell, American Express

\$15.00

DC SBDC at UDC

Tuesday, October 28

6pm—8pm

Room TBA

Basic Record Keeping and Accounting for Start-ups

Learn how to organize, interpret, store, and properly manage your basic accounting needs.

Speaker: Howard Johnson, CPA

\$15.00

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DC SBDC at CUP: 202.671.2828
DOES Business Resource Center: 202.806.1550

October

DC SBDC at UDC

Wednesday, October 29

9:30am—11:30am

Room TBA

Start-up and Emerging Small Business Owners' Check-up

Prepare for financial success with tips from a financial professional: business planning for results, legal structures, improving cash flow, funding for business needs.

Speaker: Karl Campbell, American Express

\$15.00

DC SBDC at AEDC

Thursday, October 30

2pm—4pm

How to Repair Your Credit

What is a credit score and how is it used. How do lenders evaluate you? Learn about the Fair Credit Reporting Act.

FREE

November

DC SBDC at AEDC

Tuesday, November 4

2pm—4pm

Applying for Micro-Loans between \$500-\$25,000

What are the requirements? How is credit considered? Meet the lender.

Speaker: Michelle Wilson, Enterprise Development Group

FREE

DC SBDC at UDC

Wednesday, November 5

9:30am—11:30am

Room TBA

Engaging Industry Networks to Grow Your Business

Learn how networking, establishing leadership and values can help grow your business.

Speaker: BB&T

\$15.00

DC SBDC at UDC

Wednesday, November 5

5:30pm—7:30pm

Room TBA

Microloans – How to Secure Capital up to \$35K

Learn the requirements and process of obtaining a small business Microloan.

Speaker: Michelle Wilson, Enterprise Development Group

FREE

DC SBDC at UDC

Friday, November 7

9:30am—11am

Room 516

“SOHO”: Small Office/Home Office Loan Initiative

A combination of financial and technical assistance enabling small and home-based business owners' access to business loans instead of consumer loans.

Speaker: Innovative Bank

FREE

DC SBDC at CUP

Tuesday, November 11

1pm—3pm

Navigating Your Retirement Options

How to Use the Internal Revenue Code to your advantage and other items to consider when building towards retirement.

Speaker: Karl Campbell, American Express

\$15.00

DC SBDC at UDC

Tuesday, November 18

3pm—5pm

Room TBA

Risk Management and Insurance Planning Made Simple

Seminar will give you the necessary resources to insure your new business. Get the specifics on business owners' policies and special coverage from A-Z to protect your investment. General and professional liability, workmen's comp, surety bonds, and more.

Speaker: Clarice Williams, American Skyline

Insurance

FREE

DC SBDC at Howard University

Thursday, November 20

9am—12pm

SunTrust Bank

1445 New York Avenue, NW

Veterans Business Forum

The workshop will provide veteran business owners with information on doing business with the government, obtaining financing, and more. Attendees will also learn about the current state of Veteran Owned Business contracting requirements and government resources available to Veteran Owned Businesses.

FREE

EPA/HU Outreach Center

Wednesday, November 19

9am—12pm

The Protocol of PROCUREMENT

Seminar defines the critical elements of procurement policies, practices, and access strategies, as well as risk reduction issues to enable businesses to improve their competitive posture.

Speaker: Franklin Carpenter, Director, EPA/HU Outreach Center

To Register Call: (202) 564-4584

December

DC SBDC at UDC

Tuesday, December 2

9am—11am

Room TBA

Tax Tips for Start-ups and New Businesses

Save your business money by being an informed tax payer. Learn what's new for the filing year ahead. Pay your fair share and no more!

Speaker: E. Rosado-Toro, IRS Enrolled Agent

\$15.00

TO REGISTER, PLEASE CALL:

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DC SBDC at UDC:

202.274.7030

EPA/HU Outreach Center:

202.501.1564

DC SBDC at AEDC:

202.889.5090

DC SBDC at CUP:

202.671.2828

DOES Business Resource Center: 202.806.1550

December

DC SBDC at AEDC

Tuesday, December 2

9:30am—11am

Micro-Loans for Small Businesses

Join the information session on the loan requirements, payments and have your questions answered, apply for this business loan at the event

Speaker: Innovative Bank

FREE

DC SBDC at AEDC

Tuesday, December 2

2pm—4pm

Proper Insurance for Small Businesses

Initiate proper insurance planning to protect you and your business in the future

How to implement a proper financial plan to reduce your financial risks.

Speaker: Karl Campbell, Financial Advisor, American

Express Financial

FREE

DC SBDC at UDC

Thursday, December 4

6pm—8pm

Room TBA

Jumpstart Your Business

For future and current entrepreneurs: Learn start-up procedures, success tips for growing and marketing your business and more from an International Business and Professional Woman of the Year” award winner.

Speaker: Dr. Patricia Hayden

DC SBDC at UDC

Friday, December 5

9:30am—11:30am

Room 517

“SOHO”: Small Office/Home Office Loan Initiative

A combination of financial and technical assistance enabling small and home-based business owners’ access to business loans instead of consumer loans.

Speaker: Innovative Bank

FREE

DC SBDC at Howard University

Tuesday, December 9

9am—11:30am

SBA Washington District Office

1110 Vermont Avenue, NW, 9th Floor

Economic Development Incentives for Small Businesses

Small businesses considering relocating to the District and those currently operating in the District will receive information on the City’s economic development incentives and business assistance programs aimed at spurring development within distressed areas.

FREE

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